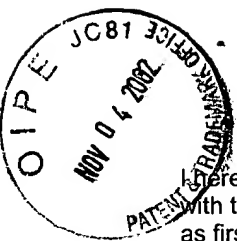


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Name of Applicant, Assignee or  
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*James P. Naughton*  
Signature

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Our Case No. 9333/418

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
 )  
Charles McElfresh et al. )  
 )  
Serial No.: 09/285,929 )  
 )  
Filing Date: April 2, 1999 )  
 )  
For: METHOD AND SYSTEM FOR )  
OPTIMUM PLACEMENT OF )  
ADVERTISEMENTS ON A WEBPAGE )

Examiner: Stephen S. Hong  
Group Art Unit No.: 2176

**RESPONSE TO ELECTION/RESTRICTION REQUIREMENT**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In response to the Office Action dated October 2, 2002, Applicants elect claims  
1-8, 19-26 and 36-50 (group 1) for examination.

Respectfully submitted,

*James P. Naughton*  
James P. Naughton  
Registration No. 30,665  
Attorney for Applicants

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